

**IN THE CLAIMS:**

Please amend the claims as follows:

Claim 1 (Original): An organic electroluminescent display comprising:  
an organic electroluminescent device having a light emitting layer made of an organic  
material and at least two electrodes sandwiching the light emitting layer;  
a front reflecting portion arranged on a side of a viewer with respect to the light emitting  
layer; and  
a rear reflecting portion arranged on a side opposite to the viewer with respect to the light  
emitting layer,  
wherein the optical film thickness of the light emitting layer, intensity reflectance  $R_1$  at  
the front reflecting portion and intensity reflectance  $R_2$  at the rear reflecting portion are  
configured so that an intensity reflectance of the external light viewed from the viewer is set to  
be 10% or less by an optical interference effect.

Claim 2 (Original): . The organic electroluminescent display as claimed in claim 1,  
wherein the intensity reflectance  $R_1$  and the intensity reflectance  $R_2$  are configured to be  $R_1 \leq R_2$ .

Claim 3 (Original): The organic electroluminescent display as claimed in claim 1,  
wherein the intensity reflectance  $R_1$  and the intensity reflectance  $R_2$  are configured to satisfy the  
following Equation (1).

$$\left( \frac{\sqrt{R_1} - \sqrt{R_2}}{1 - \sqrt{R_1 R_2}} \right)^2 \leq 0.1 \text{ Equation (1)}$$

Claim 4 (Original): The organic electroluminescent display as claimed in claim 1, wherein the intensity reflectance  $R_1$  and the intensity reflectance  $R_2$  are configured to be approximately equal.

Claim 5 (Original): The organic electroluminescent display as claimed in claim 1, wherein the intensity reflectance  $R_2$  is configured to be in a range of from 5% to 50%.

Claim 6 (Original): The organic electroluminescent display as claimed in claim 1, wherein the front reflecting portion comprises a substrate and at least one transparent or semi-transparent film.

Claim 7 (Original): The organic electroluminescent display as claimed in claim 6, wherein the film comprises either one of the two electrodes.

Claim 8 (Original): The organic electroluminescent display as claimed in claim 1, wherein the organic electroluminescent device further comprises a substrate, and wherein the front reflecting portion comprises an interface between either one of the electrodes and the substrate of the organic electroluminescent device.

Claim 9 (Original): The organic electroluminescent display as claimed in claim 1, wherein the organic electroluminescent device further comprises a transparent film, and

wherein the front reflecting portion comprises an interface between either one of the electrodes and the transparent film of the organic electroluminescent device.

Claim 10 (Previously Presented): The organic electroluminescent display as claimed in claim 1, wherein the front reflecting portion comprises air and a transparent or semi-transparent film.

Claim 11 (Original): The organic electroluminescent display as claimed in claim 1, wherein the rear reflecting portion comprises either one of the electrodes.

Claim 12 (Previously Presented): The organic electroluminescent display as claimed in claim 1, wherein the rear reflecting portion comprises a plurality of reflective, transparent or semi-transparent films.

Claim 13 (Original): The organic electroluminescent display as claimed in claim 12, wherein at least one of the films comprises either one of the electrodes.

Claims 14-16 (Canceled).